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Appendix A: Charities

**PRESIDENT**

        Trending For Change is a unique brand of clothing that allows customers to donate five dollars from their purchase to one of three selected charities. This product is for anyone, of all ages, but our target market is directed at high school students. We will be operating under the retail industry, and we will hold a strong competition against our competitors because there is no one out there like us.  We will differentiate from other companies by offering the choice on how and who the customer would like to support. Instead of providing one option, we provide our market with three.

Our market research has shown us that students in our area are eager to make a difference in the world, as well as they are interested in buying clothes from our company.

Trending For Change is not looking to make a large personal profit; the concept of our business is more about raising awareness and money for the charities. To this date, the twenty second of April, no money or shares have been bought or invested into the company by the founders. We believe that Trending For Change will be successful enough to break even, and make an income for both the charities and the shareholders.

**THE MANAGEMENT TEAM**

Our management team consists of eight members, and each of us has our own skills and attributes we bring to the team. We are all high school students and each of us has our own strategies which we combine to make ideas work. The team is very promising and reliable for this type of business. As a team, we are the best fit group of people for this business because we all understand and believe in the company’s goals and values.

*President and CEO, Callie MacCallum:* Callie has been selected as our president, and there isn’t a better option. She possesses drive and good spirit, which she brings into class every day. She is organized and has unique leadership skills.

*Vice Presidents of Marketing and Sales, Carter Stenberg and Ashley Draghici:* Our Vice Presidents of Marketing and Sales are perfect for this job. Carter has taken plenty of computer classes, and has experience in the marketing field. Ashley is very personable and creative.

*Vice Presidents of Production, Callie MacCallum and Chelsea Wilson:* Callie and Chelsea bring an abundance of creativity to the team. Organization is key for this department, and these two ladies proved to the team that they can handle all the stresses of being in charge of this responsibility.

*Vice President of Human Resources, Chelsea Wilson:* Chelsea is a great pick for the human resources field. She has been to numerous We Days, and one Voluntour trip to China. She has connections in the charitable organizations area, and we are grateful to have her fulfill this position.

*Vice Presidents of Information Technology, Sean Coates and Kelsea Templeton:* Sean has been enrolled in many computer science classes, and has shown the company his expertise in the computer science field. Kelsea works with our social networking accounts, and is the perfect woman for the job

*Vice President of Finance, Keelin Fredlund; Executive Assistant of Finance, Joshua Groff:* Keelin and Josh have both taken numerous accounting classes, and show responsibility when it comes to dealing with the company’s money and finances.

**THE PRODUCT**

Trending For Change is selling clothing items as a company. The demand for clothing companies is not high right now, but our company is not like any other out there. We are a unique clothing brand that gives students options. The benefits of our company are simple; we have a customizable logo and we give students the chance to choose what type of difference they want to make, while buying fashionable clothing.

TFC’s product will be outsourced to Freshly Pressed screen printing, and will be picked up by the president when an order is ready.

**MISSION STATEMENT, GOALS, AND VALUES**

**MISSION STATEMENT:**

Trending For Change is a brand that allows people to give back locally and globally in an easily accessible way with the purchase of our product.

**GOALS:**

1.  Learn as much as possible about every aspect of a business and working together as a team - end of semester survey, 100% class agreement

2.  We will sell 100 items before the end of the venture – tracking sales

3.   We will create awareness about various charities through advertising and product tags – measured by shares, likes, comments, followers, favorites and retweets (300)

**VALUES:**

1.          Dedication to educating people about various charities

2.          Hard-working team devoted to responsibility and integrity

3.          Keeping an open mind towards new ideas from employees as well as customers.

4.          Strive for success through taking calculated risks.

5.          Remain honest and trustworthy so we can be accountable for the actions and decisions we make within the company.   

**MARKETING AND SALES**

Our product will appeal to the teenage demographic in and around Greenall High School, as well as to all people who wish to purchase a unique product, while giving back to their selected charities. Not only is our product appealing to the eye, but it also goes towards a good cause.

The business venture is put into a very competitive market. Clothing is arguably the most diluted market in the world. Around us, companies like Ten Tree, Royal Clothing, Greenall School, and most clothing stores in Regina are already in the market. Unlike those companies, besides Greenall School clothing, we are the only company selling out of the school. Our company prides itself on the accessibility of the product to our market, as well as giving the consumer the freedom of choice with their product. With customizable color pallets and sizes, our major selling point is the choice given to the customer to choose which charity they would like to donate to. Our company has partnered with the charities the Regina Children’s Hospital Foundation, Souls Harbour Regina, and Regina Humane Society. In this way, we use our company to give the consumer the intrinsic satisfaction of giving back in their community while also solving an extrinsic need through our quality clothing. The sweaters will cost the consumer 40 dollars to purchase and gives us a $10.50 profit. Five dollars of the profit will be going towards the selected charity and $5.50 remains with us to put back into the company.

We have several different methods of attracting customers. Instagram, Twitter, Facebook, word of mouth, school events (pep rallies, announcements, school television commercial), and putting up posters around the community are resourceful tools in our marketing campaign.

Word of mouth is a very important tool for any business but we plan on putting emphasis on that point. Through well-known and very outgoing people in our community, we will cooperate with them to spread awareness about our venture and what we are all about. Every member of the business will carry the same attitude as the ones we emphasized earlier in order to maintain our community presence.

Our business motivates our staff by making sure no one is put above the other. Every member of the company is a shareholder and they do not get paid a wage but the value of their shares at the end of the project. Not only that, but our company’s values give our employees the intrinsic satisfaction of making a difference by donating to charity with every sale they make. Our staff will be educated to be interactive in our community both online and offline to give us a good public image and presence. We aim to make sure everyone inside and outside the company loves the product and what it represents.

**PRODUCTION**

Our product will be made by the employees at Freshly Pressed. Startup costs and capital will be put towards ordering our first batch of sweaters. Outsourcing will not be a problem for our company; it will save us an abundance of money compared to buying all the materials and doing it ourselves.

The product will be screen-printed with our logo. The benefits of outsourcing production allows us the safety of knowing professionals will be doing it, and the final product will come out clean and proper. Potential negatives of outsourcing the product could be the length of time needed to produce an order, as well as an accidental mess up. However, we will avoid things like this by placing orders on time with direct instructions.

Our outsourcing company is Freshly Pressed; they supply the screen printing as well as the clothing. The price is $29.50 each for a black sweater with a two colour logo. Production will be put underway once our board of directors meeting is adjourned.

**HUMAN RESOURCES**

As a small class of eight students, we have the ability to work as a close knit group to make our business very successful. We will all be working together with the help of our teacher advisor, Miss McFarlen, along with the help of  Barba Mckinnon from Junior Achievement, and the staff at Freshly Pressed Printing. All of our vice presidents oversee their departments. The President oversees every one. Everyone on our team will be contributing in our decisions, as well as our sales.

As a class venture, we have decide that we will not be paying sales commission to any employees. When we wind down our venture we will pay out our shareholders and donate the selected amount of profits to the Regina Childrens Hospital Foundation, Souls Harbour Regina, and the Regina Humane Society.

The members of our class venture have to have some creativity to come up with fun clothing tags and unique sweaters. We all have to be 100% dedicated to making a difference as well as selling. If people are not 100% dedicated the company will suffer. Since we are working closely as a group we all need to be happy and be able to work things out. Everyone will need to work outside of class as well as in class.

There will be no formal training, everyone has been working together to make the company. We will not be hiring people since it will not be necessary. To complete tasks efficiently and effectively thep resident and the vice presidents will take charge.

**INFORMATION TECHNOLOGY**

For our company we have an email account, a website, a Facebook page, a Twitter account, and an Instagram account. All of our company members have access to these accounts. Every member also has an email address so we will be able to keep in touch with each other. Customers will be able to reach us multiple ways including; email, Facebook and Twitter. We will all have a part in keeping in contact with customers. So far we have been very successful with gaining likes and followers. Many people like our ideas and are interested in purchasing clothing from our company once we start getting inventory in. If we all use electronic forms to keep records then we will all be on the same page and keep up to date within the group. As well, documents can be seen easier by the group if we all use the same program to document our pages and progress.

Trending for Change’s marketing and sales department used both the internet and phone for their market research. The internet was used to design a logo and also to find companies suitable for ordering our clothing from, it became very useful. Once we had some ordering ideas the companies were called to get prices and quantities. Our company will rely a lot on technology as well as social media. Everybody communicates through their phones and computers these days, and this is exactly how we will be keeping in contact with our customers as well as updating them.

**FINANCE**

Currently we have no money, but we have arranged to sell twenty dollar shares to everyone in the class including our teacher, that will then be $180.00 start-up capital.

We need $590.00 to start up our business. This money will go to purchasing 20 sweaters. Each sweater is $29.50. Taking away the total amount of money from shares we will then need $410.00. We all agreed on buying a sweater with no mark-up price. Now that 9 of the 20 sweaters will be sold, we will still need $145.00 to pay for the order. We will then find 4 people throughout our school or in our community to “pre-order” a sweater to cover all of our costs. We will then have an extra $15.00 that will be put in the bank.

We are running our business a little more unique than others. Trending For Change will be taking orders and money first, then getting the items. We decided to do it this way because coming up with $500-$1000 at a time would be very difficult for us, as we are such a small class.

We will be using a paper-based spreadsheet to keep track of sales and all accounting.

We are going to be marking our items up $10.50. From there, $5.00 of what we make will be going to a charity of their choice and $5.50 will go to the venture.

We made a goal of at least 100 sales. As for projected income, we will be happy if we make our shares back!

**Regina Children’s Hospital Foundation**

The RCHF is dedicated to raising funds for the enhancement of children's healthcare and the Children's Hospital of Saskatchewan.  They always put on a radiothon to raise money for upgrades to mothers and children parts of the hospital. They are also a part of the Saskatchewan Children’s Miracle Foundation.

**Souls Harbor**

Souls Harbor is a soup kitchen that helps feed some of the homeless in Regina. Their mission is “To Rescue people from poverty and addiction by offering emergency help, such as food, clothing and shelter, Life Changing Recovery Programs, and the Gospel Message.” They have a youth center caller Zeike’s Place, as well as a home that mothers and young children can come for a safe environment.

**Regina Humane Society**

The Humane Society’s mission is “Dedicated to improving the well-being of animals in our community.” They rescue abused, starved, and cold animals to give them a safe place to stay where people who are loving and caring can adopt them.